Amendments to the Specification:

Please replace the paragraph beginning at page 1, line 6 with the following amended paragraph:

This application claims priority to a provisional application, U.S. Patent Application No. 60/516,281 filed November 3, 2003 entitled "System and method for delivering internet advertisements that change between textual and graphical ads on demand by a user," still pending, the subject matter of which is hereby incorporated by reference. This application is also related by subject matter to a co-pending and commonly assigned application entitled "System and method for delivering internet advertisements that change between textual and graphical ads on demand by a user," ~~Attorney Docket Number 64557.000016 (GP-186-00-US)~~ U.S. Patent Application No. 60/516,281, still pending.

Please replace the paragraph beginning at page 6, line 4 with the following amended paragraph:

Fig. 1 depicts an exemplary electronic document (e.g., web page, email, electronic newsletter, etc.) ~~100~~ that includes a plurality of advertisements (here two advertisements although fewer or more may be provided between the scope of the invention). Such advertisements may appear on the electronic document (e.g., web page)(to alert a user that certain goods or services are available. Specifically, the company and/or products in the advertisement(s) may relate to the contents of the electronic documents.